

INSTAGRAM MARKETING: CELEBRITIES' BRAND PHENOMENON IN INDONESIA

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ABSTRACT

The emergence of Web 2.0 has changed consumer behavior and forced business practitioner to tailoring their marketing activity. The phenomenon of purchasing behavior in social media has become focus of study for prior researches. However, there has not been any study that reveal the role of digital content and consumer engagement in social media as the factors that can build consumer purchasing behavior. This study desires to integrate those factors into a model to explain the celebrities' brand purchasing behavior on Instagram. The purpose of this article is to examine the relationship of digital content and celebrity attributes towards purchase intentions that are mediated by social media engagement. This paper is a conceptual study so that there are several propositions put forward, including the influence of digital content and celebrity attributes on consumer purchase intentions and the mediating role of social media engagement. The implications will contribute in the field of marketing, especially for social marketers, as well as a foundation that can later be investigated empirically.

KEYWORDS: Social Media Marketing, Celebrity Attributes, Purchase Intention, Digital Content, Social Media Engagement

INTRODUCTION

Brands are getting more connected with consumers and customers through social media (Hollebeek & Macky, 2019). Social media is becoming a dynamic new medium for reaching large numbers of consumers and becoming a place for interacting and utilizing citizens' opinions for the benefit of the organization (Dlamini & Johnston, 2018). The existence of this new media has changed the scope of marketing communications. With the popularity of these sites among consumers and the increase in time spent exploring these websites, the effect of social media on consumer behavior has also elevated. Furthermore, marketers and researchers are trying to find an effective combination of digital content for their social media accounts in order to encourage consumer engagement, which in turn can promote purchase intentions. Inevitably, marketing through social media is becoming an appealing issue for researchers and business practitioners.

The appearance of Web 2.0 has also required business practitioners to use social media marketing as a means to create consumer awareness and promote their brands to customers. Web 2.0 is also known as participatory web or social web (Blank & Reisdorf, 2012). This website emphasizes ease of use, user-generated content, participatory culture and agile compatibility for the users. Web 2.0 provides interaction and collaboration for users with each other through dialogue on social media as

content creators in virtual communities. Examples of Web 2.0 features are social networking sites or social media sites (Facebook, Twitter, Instagram), blogs, and many others.

The main point in sharing information through social media is about how a content can attract more consumers to want to interact with brands and organizations. This has led marketers to start applying the widespread use of social media in their marketing strategies. Companies use social media to interact with their customers and potential customers with the aim of collecting favorable marketing insights from the market. Besides, advertising through social media has become an important part of the company's integrated marketing communication efforts in selling their products and services.

A survey by Nielsen (2013) shows that the majority of advertisers increase their advertising budget for social media and that they have a separate budget for marketing through social media. Most marketers surveyed indicated that they plan to divert a portion of their advertising budget from traditional media to social media. In addition, other prior research shows that 89% of marketers use social media and the rest of them use paid advertising together with social media. These statistics show that marketers begin to recognize the benefits of interactive marketing through social media where consumers are directly involved with marketing messages. Also, consumers on social media like to share their experiences with their friends and provide free testimonials to companies (Mikalef, 2013). Hence, companies are competing to attract consumers' attention through digital content on their social media accounts.

Many countries have seen rapid development of social media utilization, including Indonesia. As one of the developing countries with 268.2 million people, 56% of the citizen are actively using social media sites (We Are Social, 2019). The statistic states that the number of social media users increased by 20% compared to the previous year. Furthermore, Indonesian spend their time using social media on average around 3 hours and 26 minutes per day.

In recent years, Instagram has received a lot of attention among the people of Indonesia. Indonesia has become the largest Instagram user in the Asia Pacific and ranks fourth in the world, after the United States, India and Brazil (Statista, 2019). Instagram users have grown from 22 million to 45 million in just one year. Large population, rapid growth of internet and smartphone users become a good potential for the national digital economy. Eventually, a large number of e-commerce, online transportation, online shops and other internet-based businesses have sprung up in the country. As one of the most widely used social media, Instagram has attracted many brands to market their goods through this much-loved platform. Consequently, marketers try to create an effective ways of adopting social media into their marketing strategies, encourage engagement and positive responses from consumers, as well as testimonials or electronic word of mouth (eWOM).

Along with this phenomenon, products and services launched by a number of celebrities in Indonesia are also appearing. The celebrities realize that their fame will not continue to bring profits, and the

existence of intense competition in the entertainment world makes them begin to try out the business as a long-term investment. Many celebrities use their fame to build their own brands in various fields of business, namely culinary, beauty, fashion, property and so on. Of these businesses, culinary business is the field most sought after by celebrities. Some choose to open restaurants or cafes to launch a specialty cake brand.

The reason celebrities have their own brand is believed to be a way to stay connected with fans, aside from being able to profit from the business. The type of product line is usually depends on the personal interests or the status of the celebrity (Singh & Pandey, 2017). For example, the personal brand of American actress Kim Kardashian, namely "Kardashian Collection", offers a variety of bags, clothes, and accessories. In addition, David Beckham's perfume products can also be found throughout the world. While in Indonesia, people are familiar with the "Meccanism" clothing brand, launched by actress Zaskia Adya Mecca and the perfume brand "Agnez Reve" from the singer Agnes Monica that start to go international.

A number of businesses run by celebrities are of course also trying to gain consumer awareness and build a closer relationship with their target market, especially through Instagram. As mentioned earlier, Indonesia is the largest Instagram user in the Asia Pacific with most active users are in their productive age. Thus, this is a great opportunity for companies to offer their products through this platform. The increasing number of Instagram users creates a favorable situation for business practitioners to get huge profits from the market by trying to adjust strategies in optimizing the existing market.

This study aspire to use those phenomena as an opportunity to examine social media marketing issue, specifically Instagram marketing. Instagram marketing is an important issue to study, since the social media market in Indonesia continues to grow and becomes a lucrative market potential for companies. Hopefully, both researchers and companies can take advantage from the study as alternative insights in developing strategy and making decision in increasing consumer purchase intention.

The article focuses to examine the factors that direct consumers to the purchase intention of celebrity owned brand through their engagement in Instagram. Consumer purchase intention becomes the variable explained by other variables, namely digital content on brand's Instagram account and attributes of the celebrity as the brand owner. In addition, there needs to be additional insights regarding consumer engagement in social media as a mediating variable in the relationship.

Several previous studies have suggested a lack of research on social media content in the marketing context. Although there are quite a number of studies that discuss marketing on social media, this paper focuses on conceptualizing the effect of social media content for marketing research from a conceptual perspective with some practical views. This article uses a conceptual basis in its

discussion because it is important to be able to build a fundamental academic understanding as a comparison of various practical examples.

In addition, there are currently more and more commercial organizations using social networking sites to market their products and services. Although there are many studies that examine the effectiveness of strategies on social media, these studies mostly focus on the script- based social networking sites, including Facebook and Twitter. As social networking sites develop into more visual-centric, it is necessary to check whether the strategy can still be implemented effectively.

LITERATURE REVIEW AND RESEARCH PREPOSITION

Purchase Intention

Purchase intention refers to a subjective assessment by consumers that is reflected after a general evaluation to buy a product or service (Blackwell et al., 2001; Shao et al., 2004; Balakrishnan, 2014). There are several meanings of the statement, including the willingness of consumers to consider purchases, future purchase intentions, and repurchase decisions. In addition, purchase intention refers to the level of customers' perceptual belief in buying a particular product or service.

Many studies have examined consumer purchase intentions on e- commerce sites and social media (Lin, 2018; Valentini et al., 2018; Teo et al., 2018, Gan, 2017; Chen, 2018; Kudeshia, 2017; Hutter, 2013). Previous research explored factors influencing purchase intentions including content shared by social media users who were also influenced by jealousy (Lin, 2018), engagement in visual content (Valentini, 2018), and social influences and image quality (Teo et al., 2018).

Study by Teo et al. (2018) researching sports shoes marketing shows that on visual-centric social networking sites, such as Instagram, image quality can influence consumers' perceptions about product quality and purchase intentions. When images have high visual quality, consumers are more likely to think that the product presented has higher quality and results in higher purchase intentions. In other studies, the perceived benefits and risks as well as the satisfaction of social media users were also stated to influence consumer purchase intentions. The results of a study by Gan (2017) who conducted research on e-commerce sites stated that users who were satisfied using e- commerce would be more likely to buy through the site and recommend it to others. While studies conducted by Fard & Marvi (2019) highlights that purchase intention is affected by perceived ease of use, and perceived usefulness through attitude towards the purchase.

Digital Content

In recent years, there has been a growing interest in the role of digital content (Koiso-Kanttila, 2004; Pulizzi & Barret, 2009; Kilgour, 2015; Lee et al. 2018), but the amount of marketing research in this area is still very limited (Huotari et al. , 2015) especially digital content published by marketers and companies (Fu et al., 2017; Lee et al., 2018). Previous research related to digital content focused on

content on e-commerce web pages and certain social networks (Facebook). The researchers suggest that future studies examine the influence of social media content on diverse consumer behavior, such as consumer engagement in order to provide a more comprehensive understanding (Dolan et al., 2015) and examine the role of digital content on other social media (Lee et al., 2018).

Digital content is a key component of online marketing techniques, so an understanding of how digital content can be used in marketing, or more specifically, in engaging customers, is an important issue. Smith and Chaffrey (2013) describe that content includes static and dynamic substance that forms a web page. While Pullizi and Barret (2009) define digital content marketing as the creation and distribution of content in various formats that is informative or entertaining to attract new consumers as well as maintain the relationship with customers. Thus, digital content is widely used by a brand as a way of attracting customers to their website or social media and promoting continuous interaction and engagement with the brand.

Marketers post various types of content on corporate and organizational social media pages, including content in the form of video advertisements, product information, sales promotions, sweepstakes, and quizzes (De Vries et al., 2012; Fu et al., 2017). Media sites are useful for exposing content to consumers and potential target markets that visit their social media accounts. Furthermore, the viral nature of social media is a strong attraction for marketing practitioners. Unlike traditional media where the nature of communication tends to be one-way, social media offers a platform for users to share content through online social networking.

Response to content is considered as an indicator of the popularity and effectiveness of posting a brand (De Vries et al., 2012). The level of consumer involvement on social media sites can be considered as an indicator of the effectiveness of brand posts (Alhabash and McAlister, 2014) so marketers need to understand the motivation of consumers to engage in a brand's social media.

Related to the relationship of digital content with consumer involvement in social media, a study conducted by Tiago et al. (2018) investigates online strategies implemented by cruise ship companies, especially those focused on websites and popular social media networks, namely Facebook and Twitter. This research tries to explore the extent to which content can influence the level of engagement as well as what types of content can promote a high level of engagement. The results indicate the need to offer content that is attractive to certain target populations, especially to the majority of web or social media visitors, which in this study are women and children. Researchers also conveyed the need for a more in-depth analysis of the content posted and audience reactions. In addition, strategies on social media and the web must be closely monitored in order to increase consumer involvement and for further research in order to consider testing on other social media platform.

Some research has specifically discussed consumer motivation to share content published by marketers. Hennig-Thurau et al. (2004) who conducted research on eWOM on social media Facebook found that economic incentives, seeking advice, social benefits, expressing positive feelings and self-improvement, caring for others, venting negative feelings, and helping companies are motives for consumers to get involved in eWOM. Phelps (2004) then summarizes that the highest motivation for sharing content is for entertainment and social interaction.

In line with prior studies, Lee et al (2018) also discussed the content and engagement of social media users, specifically the activity of sharing content published by a brand. This research examines comparisons between American and Korean student behavior and provides an illustration of why consumers share content from brands on social media. This study also reveal the relationship between sharing activities with the type of content displayed by brands. The results of this study indicate that both American and Korean consumers share content created by companies for several reasons. These reasons include the willingness to like or help the brands, as self-presentation or social interaction, economic rewards, and entertainment. In addition, Korean consumers also share content because they think there is information that might be useful for others. On that basis, we propose the first preposition, which is:

P1. Digital content has a positive influence on social media engagement

In addition to the role of digital content on consumer engagement, previous studies also discussed the effect of content on purchase intentions. Teo et al. (2018) revealed that image quality on social networking sites, especially Instagram, can influence consumers' perceptions about product quality and purchase intentions. When images have high visual quality, consumers are more likely to understand that the product presented is of high quality and report a higher level of purchase intention. The same thing was said by Colliander and Marder (2018) who emphasized the importance of high-quality images when marketing products on social networking sites. Therefore commercial organizations on social networking sites need to invest in high quality images while still ensuring that their content is authentic and relevant.

Moreover, Lin (2018) examines the effect of content on the type of envy which further encourages consumer purchase intentions. The content is created by fellow social media users who display photos of purchasing luxury goods. The study took 200 respondents who were active social media users and aged 18 years and over. Most participants are experienced social media users, who have used social media for more than six years and browse social media every day. The study results show that social media content about luxury goods tends to cause enviousness which in turn makes other users possess the intention to buy the same item. Based on those explanation, we offer second preposition:

P2. Digital content has a positive influence on purchase intentions

Celebrity Attributes

Many celebrity names appear and are used in marketing and social media. The role of celebrities as endorser of a brand or endorser has been widely studied in the marketing and advertising literature (Spry et al., 2011; Cheah et al, 2019), but the impact that celebrities as business owners have on various facets of consumer behavior receive less attention (Santos et al., 2019). Singh and Pandey (2017) explain that celebrity's function as the brand owner add more value and uniqueness to the product than their function as an endorser.

Previous researchers revealed the ideal attributes that must be possessed by a celebrity, among others, attractiveness, credibility, trust, and expertise (Spry et al., 2011). While respondents in a study conducted by Ilicic and Webster (2015) stated that the attributes that celebrities must possess are authenticity, attractiveness, success and experts in their fields. Authenticity is also mentioned by Kowalczyk (2016) in relation to emotional attachment, eWOM, and the possibility to buy.

Meanwhile, Santos et al. (2018) conceptualize celebrity attributes as a multi-dimensional construct consisting of credibility, trustworthiness, likeability, and similarity. The four dimensions are then associated with consumers' willingness to pay for products or make donations to organizations run by celebrities. The result is that the attributes of celebrities positively affect consumers' willingness to pay).

Research conducted by Singh and Pandey (2017) also tests consumers' willingness to pay for products from celebrities that are used as a measure of purchase intention. This study uses celebrity's brands and conceptualizes the difference between brands endorsed by celebrities and brands that owned by celebrities. The role of celebrities as endorsers for brands does not give the impression of exclusivity, because endorsers change periodically for the same brand and they usually endorse other brands as well. However, celebrity's role as brand owners put more value to the brand. Celebrity attributes on their own brands are proven to have a higher positive influence on consumer purchase intentions. Based on these findings, we submit the third preposition:

P3. Celebrity attributes have a positive influence on purchase intentions

In social media, celebrity attributes have an important role. Social media facilitates fans and consumers to have two-way interaction with celebrities. In short, social media has changed consumer engagement with celebrities. Kowalczyk (2016) explain that authenticity, which is a dimension of celebrity attributes, along with emotional bond, is a key aspect of consumer engagement on social media. When upload a content on social media, celebrity as the public figure with thousands even millions of followers will indirectly invite their fans and other people to engage in their account, whether to push "like" button, to comment, to mention another user, or to share it. Hence, we offer the fourth preposition:

P4. Celebrity attribute has a positive influence on social media engagement

Social Media Engagement

Consumer engagement with a brand can occur on a brand's web page or social media account. The page or account allows a brand to interact with its followers through digital content that they post. This tendency to respond and interact with brands on social media is at the core of consumer engagement. Hollebeek et al. (2017) refers consumer involvement as a way to build value-laden interactions and relationships between company and their customer.

In virtual environment, Mollen and Wilson (2010) define consumer's engagement with brand as an individual's affective and cognitive commitment to connect with the brand that personified through websites or other computer-mediated entities, in order to articulate the brand's value. While Kowalczyk (2016) defines consumer engagement as the action of following celebrities through social media which includes behaviors such as liking or commenting on status updates and photos.

Previous studies have shown that engagement with social media has a strong impact on generating social media connectedness and purchase intentions (Kang, 2014; Rahman, 2018, Pujadas-Hostench, et al, 2018). Prior study by Rahman et al. (2018) investigate the mediating effect of followers' engagement towards the relationship between "follow" activity and purchase intention on Facebook. The findings indicate that engagement has significant influence on promoting purchase intention. Without engaging page contents, the followers will be less likely to get involved with the brand and exhibit less purchase intention. A new study by Yoong and Lian (2019) support those findings. They also suggest that consumer engagement bridges the relationship between the contents and purchase intention.

Furthermore, Barger et al. (2016) construct consumer engagement on social media into four dimensions which include reacting to content, commenting on content, sharing content with others, and uploading the brand-related content. The engagement has several consequences for brands, products, content, markets and consumers themselves. Also, the effects on the market that arise from consumers' engagement appear in the form of information dissemination, product choices, changes in market levels, sales, purchase intentions and willingness to pay. Thus, the next preposition is proposed below:

P5. Engagement on social media mediates the relationship between digital content and purchase intention

As stated before, the attributes possessed by celebrities can persuade someone to visit and participate in the published content. When celebrities upload content where they endorse or promote an item, people will automatically see the brand in the same frame as the celebrity. With aspect of celebrity attribute, such as attractiveness, credibility, and expertise, people will be interested to engage in uploaded content. This engagement later will drive the consumer to have purchase intention toward the brand. Toor et al. (2107) explain that consumers' engagement is proven to have mediating role in how social network marketing influencing consumer purchase intention. Based on these remarks, the following preposition is generated as:

P6. Engagement on social media mediates the relationship between celebrity attributes and purchase intention

All prepositions are summarized in Figure 1. The model is conceptualized to investigate the phenomenon of celebrity owned brand in Indonesia. The study focused on examining the relationship and the influence of digital content and celebrity attributes on consumers’ intention to purchase celebrity owned brands, and the mediating role of social media engagement.

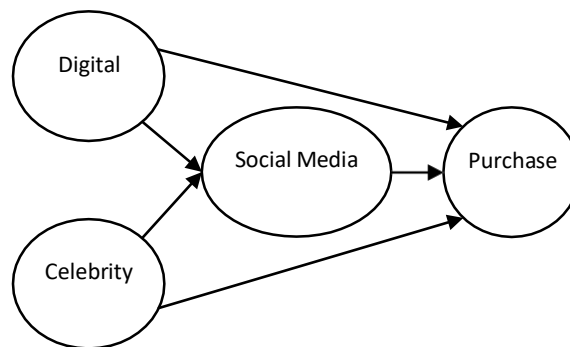


Figure 1. Conceptual Framework

DISCUSSION

Academics and marketing practitioners increasingly emphasize the understanding of how social media influences the relationship between buyers and sellers. Figure 1 outlines our framework for understanding the consequences of celebrity attributes and digital content on social media. Through a review of a number of literature related to Web 2.0 and the role of celebrities in the area of marketing, as well as data and phenomena that occur in society, this article presents a modification of conceptual design and research prepositions as a reference and contribution to marketing-related knowledge on social media. The model we offer proposes an antecedents as well as predictors of purchase intention through consumer engagement in social media.

Based on the results of the literature review, it can be seen that there are various factors that lead consumers to engage on social media pages and have purchase intention. Digital content as the first dependent variable, can be in the form of images, videos or quizzes that have value for consumers. Furthermore, the celebrity attribute acts as a dependent variable consisting of several dimensions, including credibility, trustworthiness, likeability, similarity, and authenticity. A set of these dimensions along with the quality of digital content affect the level of consumer engagement in interacting with brand’s page on social media. With interesting and high quality content, companies can establish relationships with the target market on social media through engaging activities, including commenting and sharing content. Consumer engagement then consequently bridge the digital content and attributes of celebrities to persuade social media users to buy products offered by celebrities.

CONCLUSION AND IMPLICATION

This article contributes to both theoretical literature and practical literature. From a theoretical perspective, this study reinforces the theme of digital content and celebrity marketing, which is widely researched by looking at it from a different perspective. While from an empirical view, this study identifies variables that influence consumer purchasing decisions for celebrity brand products. Beside to build brand awareness through social media, digital content also has an important role for a brand to create engagement with consumers as well as their target market. Existing attributes on celebrities also help in building relationships with potential customers. With brand engagement, it is expected that the target market will become interested and willing to pay for the products offered by celebrity brands.

The literature discussion point out that content marketing and celebrity branding are the phenomena with increasing relevance, where the market is dominated by digital marketing. The concept of social media marketing proposed in this article provides insights that can help celebrity brand marketers in particular who offer their products on social networks to focus on increasing interaction with social media users through content that is aim for the targeted market. Interesting content can be integrated with celebrity's attributes as the brand owner. Both can increase market awareness of the brand and are expected to be able to invite fans and other social media users to buy products from celebrities. As the results of our review show, social media as a research object is swiftly growing, but there are aspects that have not been studied to understand how to effectively increase consumer engagement while earning profit. Given the scarcity of research in this area and growing business challenges, we encourage further research to investigate how celebrities and brands can together create consumer engagement on social media in the relation with consumer purchase behavior.

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